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Be Lead Smart for a Good Start **Milwaukee Health Department Lead Program and City Leaders Unveil New Lead Poisoning Awareness Billboard**

MILWAUKEE—Milwaukee Mayor John Norquist, the Milwaukee Health Department, Clear Channel Outdoor and local leaders will unveil the 2002 ***Be Lead Smart for a Good Start*** billboard. Mayor Norquist will officially announce this year's billboard poster winner, second grader Ronnisha Moore from 37th Street School. With help from Clear Channel Outdoors, Ronnisha's drawing will now be seen on more than 50 billboards throughout the Milwaukee metro area.

"This billboard will renew awareness of childhood lead poisoning before summer," said Commissioner Seth Foldy. "Children often suffer worse lead exposure in summer from paint dust in open window troughs and on porches."

Mayor Norquist adds: "It is great to see children spreading the message to their parents and their peers through this campaign!" Around 50 elementary students from the 37th Street School will attend the presentation, wearing t-shirts with Ronnisha's design.

WHEN: Tuesday, June 4th

WHERE: City Hall Rotunda
200 East Wells Street
(Billboard can be seen at 48th & Vliet)

TIME: 10:30a.m.

For more information, contact: Sadhna Morato-Lindvall 278-3175

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